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TWENTY-FIRST

JUL 14 1967
WASHINGTON, D. C.

TRANSPORT MANAGEMENT INSTITUTE

75TH ANNIVERSARY 1893–1968

AIR

MANAGEMENT FOR PROGRESS AND PROFITS

October 16 through October 27, 1967

Transportation and Logistics Program
School of Business Administration
Washington, D. C.

GENERAL INSTITUTE INFORMATION

ADMISSION: The Institute is a management development program for those with a basic understanding of transportation who are preparing for advancement to larger executive responsibilities. Applicants preferably should be selected or approved by superiors.

METHOD OF INSTRUCTION: The basic procedure will be that of a workshop. Following each session's presentation the work-groups determine major issues which become the basis for general discussion in concluding each half day session. The closing half day is devoted to reports on key issues and questions covered in the program, answers to which result in a summary report of the Institute. Field trips to transportation facilities and government agencies will supplement classroom work. Morning Session: 9:00 a.m. to 12:30 p.m. Afternoon Session: 1:40 p.m. to 5:00 p.m. unless otherwise specified.

LOCATION OF INSTITUTE: All sessions will be held in the Shoreham Hotel, 2500 Calvert Street, N.W., Washington, D. C. Tel. No. (202) ADams 4-0700.

CORRESPONDENCE: Address all correspondence to Director, Transportation and Logistics Institutes, The American University, 1901 F Street, Northwest, Washington, D. C. 20006, telephone (202) 783-4940.

COST OF INSTITUTE: The fee is $300.00 (includes lunches, instructional materials, field trips).

REGISTRATION PROCEDURE: Applicants may use attached application for enrollment, or register by letter. Make checks payable to THE AMERICAN UNIVERSITY. Letters of billing instructions and purchase orders are accepted. Fee or statement of approval by superior must be received before enrollment can be assured. (Military officers are required to bring two copies of their travel orders.) Money will be refunded if application for admission is denied. Early application or reservation is recommended. Last date for registration or cancellation (except by special arrangement) is October 12, 1967.

ACCOMMODATIONS: The University will assist in obtaining room reservations for students if desired. No rooms will be available at the Shoreham Hotel.

INFORMATION: Brochures, applications, and further information may be obtained from Mrs. Mary Otteson, Secretary, Transportation and Logistics Program, The American University, 1901 F Street, N.W., Washington, D. C. 20006. (202) 783-4940.

TWENTY-FIRST AIR TRANSPORT MANAGEMENT INSTITUTE

MARVIN L. FAIR
Director, Transportation and Logisitcs Program

HERBERT O. WHITTEN
Director, Transportation and Logistics Institutes

This annual Institute is an effective management development program that has been widely utilized over the years by airlines, aircraft equipment manufacturers, U.S. and foreign government agencies, and the military to prepare their management personnel for increased responsibilities and for advancement.

A registrant receives from the country's outstanding experts:

- An intensive, comprehensive picture of the industry and its major trends and problems;
- A firm understanding of changing competitive conditions in domestic and international air commerce;
- Ways to improve efficiency of operations and to realize greater profits through effective cost analysis and optimum plant and equipment utilization;
- Awareness of the major management problems in passenger and cargo operations;
- Familiarity with techniques and tools for solving those problems;
- Understanding of airport problems and management of ground operations;
- Delineation of interrelations of civil and military aviation as a foundation for more effective coordination;
- Exposure to the country's leading thinkers on each subject and participation in a highly qualified student body whose own experience and knowledge contributes much to his education. Valuable contacts and close friendships are an important by-product of attendance.

PROGRAM

MONDAY, OCTOBER 16, 1967

Registration:

Institute will be held in the Shoreham Hotel, 2500 Calvert Street, N.W. 8:30 to 9:45 a.m.

Welcome on behalf of The American University, School of Business Administration, Transportation and Logistics Program.

MORNING SESSION

Keynote Address:

Where We Are and Where We Are Going?

STUART G. TIPTON, President, Air Transport Association

I. The Modern Air Industry

Technological Developments in Aircraft—Probable Impact-Supersonic, Subsonic and Vertical Life

V. J. ADDUCI, Vice President, Aerospace Industries Association of America, Inc.

AFTERNOON SESSION

II. Impact of National Policy on Competition, Traffic Trends and Profit Opportunities

1. Civil Aeronautics Board Policy in Rates

   IRVING ROTH, Director, Bureau of Economics, Civil Aeronautics Board

2. Competition

   JOSEPH B. GOLDMAN, General Counsel, Civil Aeronautics Board

   AARON J. GELLMAN, Vice President-Planning, North American Car Corporation, Chicago

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TUESDAY, OCTOBER 17, 1967

MORNING SESSION

3. Possible Impact of Department of Transportation on Air Transport

   PAUL J. TIERNEY, Vice Chairman, Interstate Commerce Commission

   WHITNEY GILLILLAND, Member, Civil Aeronautics Board

AFTERNOON SESSION

III. International Operations

1. Problems of Bilateral Arrangements

   JAMES E. LANDRY, Vice President-International, Air Transport Association

2. Economic Regulation (U.S.) (ICAO) (IATA)

   JOHN H. WANNER, Consultant, Civil Aeronautics Board

WEDNESDAY, OCTOBER 18, 1967

MORNING SESSION

3. Dealing With Through Rates and Services

   R. C. LOUNSBURY, Director-Traffic, Pan American World Airways, New York

   FLEMMING LEICHT, Economist, Scandinavian Airlines System, Stockholm

AFTERNOON SESSION

IV. Airport Requirements and Problems, Present and Future

1. General Requirements
   a. The Interfaces of the Airport System
      JOSEPH A. FOSTER, Vice President, Airport Facilities, Air Transport Association
   b. Problems of Airport Adequacy (Immediate and Long Range) in Layout, Design, and Operations
      JOHN L. WILEY, Director of Aviation, The Port of New York Authority, New York

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THURSDAY, OCTOBER 19, 1967

FIELD TRIP

Washington Air Route Traffic Control Center
Leesburg, Virginia

2. Air Traffic Control—Civilian and Military
   A. D'ARCY HARVEY, Executive Officer, Air Traffic Service, Federal Aviation Administration

Dulles International Airport
Chantilly, Virginia

Host: R. Dan Mahaney, Airport Manager

FRIDAY, OCTOBER 20, 1967

MORNING SESSION

3. Air Cargo Terminal Requirements and Handling Operations
   a. Cargo Terminal Requirements, Layout and Design
      WILLIAM T. BURNS, Deputy Director of Commerce for Aviation, Dept. of Commerce, City of Philadelphia, Philadelphia
   b. Cargo Operations and Materials Handling
      STUART R. WALLACE, Director-Ground Services Development, United Air Lines, Chicago

AFTERNOON SESSION

V. Airline Management for Profit

1. Airline Cost Trends
   WARNER H. HORD, Director, Bureau of Accounts and Statistics, Civil Aeronautics Board

2. Prices—Ratemaking, New Structures and Methods

DR. MYLES E. ROBINSON, Professor of Transportation and Marketing, The American University

MONDAY, OCTOBER 23, 1967

MORNING SESSION

3. Personnel—Selection and Development

   a. Principles of personnel administration

      DR. CHARLES A. DAILEY, Director, Industrial Relations, Personnel and Manpower Management Program, School of Business Administration, The American University

   b. Airline application

      D. S. RITNER, Vice President-Employee Development, United Air Lines, Chicago

AFTERNOON SESSION

4. Air Traffic & Financial Growth Factors

   WILLIAM WEINFELD, Chief, Economic Performance Evaluation Section, Planning Program & Research Div., Civil Aeronautics Board

5. Market Analysis

   M. J. LAPENSKY, Vice President-Economic Planning, Northwest Airlines, St. Paul

TUESDAY, OCTOBER 24, 1967

MORNING SESSION

6. Uses and Benefits of Data Processing in Airline Operations

   WILLIAM G. OSMUN, Manager, Technical Information Services, Air Transport Association

7. Efficient and Effective Sales of Air Service

   a. Principles of Sales Management

      DR. FREDERIC H. GLADE, Director, Marketing Program, School of Business Administration, The American University

AFTERNOON SESSION

   b. Airline Application

      (1) Domestic

         WALTER J. RAUSCHER, Vice President-Sales and Services, American Airlines, New York

      (2) International

         CLAUDE I. TAYLOR, General Manager-Marketing Services, Air Canada, Montreal

WEDNESDAY, OCTOBER 25, 1967

MORNING SESSION

8. Scheduling Problems and Control

MELVIN A. BRENNER, Vice President, Schedules & Market Development, American Airlines, New York

AFTERNOON SESSION

9. Maintenance Scheduling and Execution to Maximize Service and Minimize Cost

O. T. FLEIG, Assistant Vice President of Overhaul, Maintenance and Engineering Center, American Airlines, Tulsa

VI. General Aviation—Today and Tomorrow

JOSEPH T. GEUTING, JR., Manager-Utility Airplane Council, Aerospace Industries Association of America

THURSDAY, OCTOBER 26, 1967

MORNING SESSION

VII. Local Airline Operating Problems

a. Operations

ROBERT E. PEACH, President, Mohawk Airlines, Utica

b. Sales and Traffic

A. M. KOGELMAN, Asst. Vice President-Sales, Allegheny Airlines, Pittsburgh

AFTERNOON SESSION

VIII. Defense Logistics and Commercial Air Service

1. Impact of the C5A on Logistics

ADRIEL N. WILLIAMS, Brig. General, USAF, Director of Transportation, DCS/S&L, Department of the Air Force

2. Military Utilization of Commercial Air Service Within the U.S.

JOHN D. CHASTAIN, Lt. Col., USA, Chief, Passenger Movements Division, Military Traffic Management & Terminal Service

F. B. GRUBB, Captain, USN, Director of Freight Traffic, Military Traffic Management and Terminal Service

FRIDAY, OCTOBER 27, 1967

MORNING SESSION

IX. Discussion and Presentation of Material Prepared for the Summary Report By Enrollee Work-Groups

X. Closing Meeting and Awarding of Certificates

Address: 12:00 Noon

ELWOOD R. QUESADA, Lt. Gen. (Ret.), President, L'Enfant Plaza Corps

Remarks by President of Institute Class

Awarding of Certificates

NATHAN A. BAILY, Dean, School of Business Administration, The American University

The book **Coordinated Transportation—Problems and Requirements,** an analysis based on the papers and discussions of the five Workshop Conferences on Coordinated Transportation held by The American University's Transportation and Logistics Program will be available early in 1968. For further information contact Dr. Marvin L. Fair, Director, Transportation and Logistics Program, The American University, 1901 F St. N.W., Washington, D. C. 20006, Telephone: 783-4940.

THE TRANSPORTATION AND LOGISTICS PROGRAM

Dr. Marvin L. Fair
Director, Transportation and Logisitcs Program

Transportation & Logistics Institutes

Herbert O. Whitten
Director, Transportation and Logistics Institutes

1967-68 SCHEDULE

- 22nd Railroad Management Institute
  January 8-19, 1968
- 20th Logistics and Traffic Management
  Institute, March 11-22, 1968
- Urban (Metropolitan) Transportation Conference
  3 day session Spring 1968 tentative
- 22nd Air Transport Management Institute
  October 21-November 1, 1968

For information write Director, Transportation & Logistics Institutes, The American University, 1901 F Street N.W., Washington, D. C. 20006 (202) 783-4940.

Degree Courses in Transportation and Logistics
The American University

Students find many unique and outstanding opportunities at the School of Business Administration of The American University. A pioneer in transportation education, the University offers the advantage of a carefully designed curriculum plus the unequaled research resources and concentration of experts to be found in the nation's capital.

Specialization in Transportation and Logistics leads to the degrees of Bachelor of Science in Business Administration, Master of Business Administration, Master of Arts in Economics, Ph.D. in Business Administration or Ph.D. in Economics. Students may enroll for full or part-time study.

The curriculum provides an effective educational background for executive responsibilities and preparation for examination for admission to the American Society of Traffic and Transportation and to practice before a regulatory commission.

The Fletcher and the Southern Railway Transportation Fellowships for graduate study are awarded annually. Part-time paid Graduate Internships in local transportation associations, private carrier organizations, with transportation consultants and government agencies, providing valuable professional and research experience, are also available.

School of Business catalogs and application forms may be requested from the Admissions Office.

AIR TRANSPORT MANAGEMENT INSTITUTE PLANNING COMMITTEE

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Russell B. Adams, Vice President, Pan American World Airways

Russell S. Bernhard, Macleay, Lynch, Bernhard & Gregg

Hal N. Carr, President and Chairman of the Board, North Central Airlines, Inc., Minneapolis

Joseph T. Geuting, Jr., Manager, Utility Airplane Council, Aerospace Industries Association of America

A. D'Arcy Harvey, Executive Officer, Air Traffic Service, Federal Aviation Administration

John J. Lane, Maj. General, USA, Commanding, Military Traffic Management & Terminal Service

Honorable Charles S. Murphy, Chairman, Civil Aeronautics Board

Dr. Myles E. Robinson, Professor of Transportation and Marketing, The American University

Jack M. Slichter, Vice President-Government and Industry Affairs, Western Air Lines, Los Angeles

Thomas K. Taylor, Vice President, Trans World Airlines

Adriel N. Williams, Brig. General, USAF, Director of Transportation, U.S. Air Force

GENERAL ADVISORY COMMITTEE ON TRANSPORTATION INSTITUTES

Col. Fred C. Allen, Director of Transportation, Office of the Deputy Chief of Staff for Logistics, U.S. Army

William A. Bresnahan, Managing Director, American Trucking Associations

Braxton B. Carr, President, American Waterways Operators

Lester J. Dorr, Executive Secretary, The National Industrial Traffic League

Honorable Howard Freas, Assistant to the President, Southern Railway System

Rear Admiral Ralph K. James, USN (Ret.), Executive Director, Committee of American Steamship Lines

Major General John J. Lane, Commanding, Military Traffic Management and Terminal Service

Daniel P. Loomis, President, Association of American Railroads

Dr. John E. McGrath, Asst. Director, Transportation Rates and Economics Branch, Bureau of Transportation, U.S. Post Office Department

Dr. Myles E. Robinson, Professor of Transportation and Marketing, The American University

Joseph C. Scheleen, Editor, TRAFFIC WORLD

Stuart G. Tipton, President, Air Transport Association

Capt J. W. Wade, Deputy Commander, Transportation, Naval Supply Systems Command, Dept. of the Navy

Brig. Gen. Adriel N. Williams, USAF, Director of Transportation, U.S. Air Force

APPLICATION AND REGISTRATION

TWENTY-FIRST AIR TRANSPORT MANAGEMENT INSTITUTE

October 16-27, 1967

Name of Registrant ..... Home Tel.: .....

Home Address of Registrant .....
STREET CITY STATE ZIP CODE

Registrant's present position, name and address of sponsoring firm .....

.....

..... Bus. Tel. .....
STREET CITY STATE ZIP CODE

Fee: $300. Organizations selecting enrollees may apply by letter. (See Registration Procedure.)

Check for $..... payable to The American University attached ☐.

Mail applications to: Director, Transportation and Logistics Institutes, The American University, 1901 F St., N.W., Washington, D.C. 20006. Fee or statement of official approval for attendance must be received before enrollment can be assured.

(Applications are subject to approval by The American University.) Military officers must submit two copies of travel orders.

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N. MANCHESTER,
INDIANA